

kathryn henshaw

graphic design + art direction

EXPERIENCE

◀ **freelance design**

Denver, CO / Nashville, TN
April 2003 – Present

Responsibilities: All phases of the design process from initial concepts to final production, client communications, print management and copywriting.

Projects: Logo/identity development, stationery packages, signage, collateral, websites.

Clients: Colorado Symphony Orchestra, Belmont University, BVE Cardio Entertainment, Sitening Internet Marketing, and Powell Creative.

◀ **toma & associates; the katalina group**

Advertising Agency / Denver, CO
Senior Art Director, Mar 2001 – Mar 2003
Art Director, Feb 1998 – Mar 2001

Responsibilities: Design concepts, execution, and presentation of design comprehensives; art direction of talent such as photographers, stylists, models, designers, copywriters and production artists; casting, location scouting, and photo styling; client communication; preparation of designs for production and on-press supervision.

Projects: Logo/identity development, stationery packages, brochures, direct mail, catalogs, websites, packaging, signage, trade show materials, magazine and newspaper advertising.

Clients: H.H.Brown Shoes, Telluride Ski & Golf, Canyon Casino, and various residential developers.

◀ **lance jackson & associates**

Advertising Agency / Denver, CO
Art Director, May 1997 – Jan 1998

Responsibilities: Design concepts, execution, and presentation of design comprehensives; art direction of talent such as illustrators, web designers and freelance designers; collaboration with copywriters; client communication; preparation of designs for production and on-press supervision.

Projects: Logo/identity development, stationery packages, brochures, direct mail, websites, packaging, vehicle graphics, magazine and newspaper advertising.

Clients: US West, Precedent Health and Cruisin Cuisine.

◀ **freelance design**

Denver, CO / Nov 1996 – May 1997

Responsibilities: Production assistance and design concepts/execution.

Projects: Corporate identity, stationery, brochure, direct mail and poster design.

Clients: Pollack Norman Advertising and other local small businesses.

◀ **parisian, inc.**

Retail Department Store (Marketing Dept.)
Birmingham, AL
Art Director, Sept 1994 – Aug 1996
Design Assistant, Mar 1994 – Sept 1994

Responsibilities: Design concepts, execution, and presentation of design comprehensives; art direction of talent such as photographers, stylists, models, and freelance designers; collaboration with copywriters; and preparation of designs for production.

Projects: Newspaper advertising, catalogs, direct mail, in-store signage and various other print collateral for 37 stores.

CONTACT

kathryn.henshaw@me.com
615.397.6162

EDUCATION

Samford University,
Birmingham, AL
Sept 1989 – May 1993
Bachelor of Science
in Graphic Design

COMPUTER PROFICIENCY

Adobe Creative Suite 4.x

- InDesign
- Illustrator
- Photoshop
- Keynote